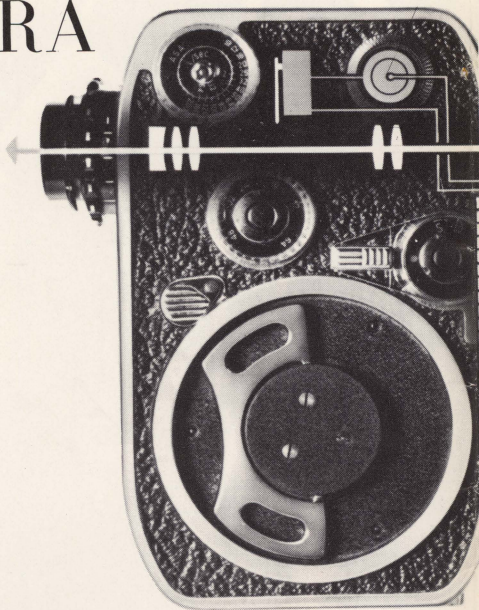


# BOLEX ZOOM REFLEX 8

# WORLD'S MOST VERSATILE 8MM MOVIE CAMERA



Bolex Zoom Reflex 8, precision built in Switzerland, is the 8mm zoom camera movie enthusiasts everywhere have been waiting for. It takes up where "aim-and-shoot" cameras leave off. Bolex Zoom Reflex 8 keeps **you** in the picture, controlling the zooming speed from close-ups to telephoto. Every professional effect can be gotten with these Bolex features:

**COMPUMATIC ELECTRIC EYE.** A supersensitive photo resistor behind the zoom lens measures only the light which will fall on the film. Exposure mistakes are eliminated. Measures light anywhere that pictures can be made—with any film up to 400 ASA.

**REFLEX VIEWING.** Following your target through the taking lens, you can't miss or mess a shot. Judge zooming speed precisely. Eliminate parallax entirely. Frame scenes professionally.

**THROUGH-THE-LENS FOCUSING.** With the help of a built-in split-image rangefinder, sharpest focusing is assured from infinity down to 3½ feet (2½ ft. with closeup lens).

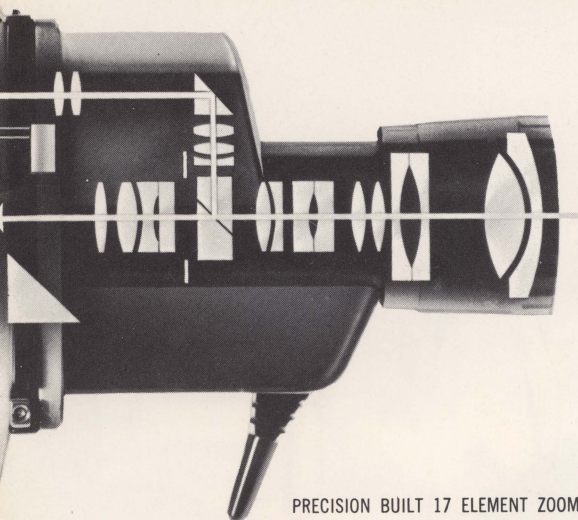
**VARIABLE SHUTTER.** Fade-in or fade-out with this variable shutter control. Camera stops automatically when the shutter is fully closed.

**FILM REWIND.** Create Hollywood's famous lap-dissolve effect to add impact to your films.

**VARIABLE FILMING SPEEDS.** Shoot at any desired speed from 12 to 64 frames per second. Slow motion and comic speedups become a part of the script. There's a single frame device too, for titling, stop-action effects, and time-lapse studies.



# BOLEX ZOOM REFLEX 8 HAS IT- THE FAMOUS PAN CINOR LENS BY SOM BERTHIOT



PRECISION BUILT 17 ELEMENT ZOOM LENS.

## THE SAME ZOOM LENS THAT HOLLYWOOD USES

The only difference is the size. Hollywood uses 35mm. With Bolex it's 8mm. With this 5:1 ratio zoom lens you choose any focal length between 8mm and 40mm. It's like having a variety of lenses capable of covering any area from wide angle to telephoto.

Traveling effects are easy to achieve by moving the Zoom lever forward or backward. Best of all, your control over the zooming speed lets you match the zooming to a moving subject.

The fine Pan Cinor optics enable you to get the most out of today's high-resolution color film.



FROM 8MM EXTREME WIDE ANGLE TO 40MM TELEPHOTO

# WHAT A DIFFERENCE A SUPERIOR LENS MAKES



Now you can take the fullest advantage of today's new high resolution films with the superb Pan Cinor lens on the Zoom Reflex 8. The fast new films, like Kodachrome II, are now so refined that even the smallest flaws in camera or projection lenses are immediately recognized. Only the finest lens (like a Pan Cinor) designed to these new standards, is capable of producing corner-to-corner sharpness, contrast and true color rendition. Choose Bolex for unsurpassed quality in motion pictures.



# BOLEX OFFERS A GUARANTEE OF SATISFACTION

Bolex is so confident of your success with the new Bolex Zoom Reflex 8 right from the start that we guarantee the results of the first film you take with it.

When you pick up your new Bolex, your dealer will go over the basic instructions with you.

After exposure, bring your very first roll of color film back to your Bolex dealer for development. When the film is processed, he'll go over it with you in detail using the fabulous Bolex 18-5 projector, to analyze your footage in slow motion.

If your first film results are not entirely satisfactory, Bolex will give you a new roll of color film—free of charge.

(This is in addition, of course, to the full guarantee on the camera itself.)



WHAT  
THE  
EXPERTS  
ARE  
SAYING  
ABOUT  
THE  
BOLEX  
ZOOM

REFLEX

8



# POPULAR PHOTOGRAPHY...

"The good news this month is that there's a new Bolex 8mm camera among us. And at the risk of killing the suspense, let's declare right off that we can't recall an '8' that does so much so well.

"The P1 is a fully integrated zoom reflex camera. The lens is a wide-range 8 to 40mm Som Berthiot Pan Cinor f/1.9, providing a zoom ratio of 1:5, from moderate wide-angle 32-degree to powerful 6½-degree telephoto coverage. It closes down to f/16, focuses to within 3½ ft.

"Reflex finder optics, too, have been incorporated into the

housing. It features a cross-field diagonal split-image rangefinder. Such a prism arrangement requires extreme care in manufacture, but our model worked right on the button. For greatest accuracy, of course, the lens should be reflex-focused in its tele position, where depth of field is most critical.

Rear eyepiece of the finder is adjustable plus and minus three diopters, to suit individual eyesight. A removable rubber eyecup shields out extraneous light, but is only suitable for those who don't need to wear glasses. The finder's

reflecting surface is located in front of the lens' diaphragm, so that the image remains brilliant regardless of aperture setting.

Mechanically, the P1 has all the features of the well-known B8L body. Features, however, are only part of the story: without the quality to make them useful, they signify nothing. Our test model, however, consistently delivered criti-

cally sharp footage, crisp corner-to-corner, even with the lens wide open. Exposure couldn't have been better, and color contrast proved outstanding. Film run was exceptionally steady, as might have been expected from such a time-tested body. Here, obviously, is a camera that towers over the mediocrities usually encountered."

# U.S. CAMERA...

"An outstanding job of combining the finest quality optics and up-to-the-minute 8mm movie making features has been achieved by Bolex. Called the Bolex Zoom Reflex 8, the camera offers amateurs all the tools necessary to make fine films.

"To enumerate just some of the features, there is a smoothly operating zoom lens; reflex through-the-lens viewing; extremely accurate exposure measuring system; variable shutter and built-in film rewind device; fast, slow and normal running speeds; and split image rangefinder for precise focusing.

"Starting at the top of the list, the zoom lens is a Pan Cinor f/1.9 with a wide range of 8 to 40mm. Stop at any point with this excellent lens, focus, shoot, and you will be more than pleased with the result. For continuous zooming (which should be kept to a minimum with any camera), two handles are supplied.

"The reflex viewing system permits you to see exactly what the camera sees. There are no parallax problems, and this feature is particularly good for titling.

"Setting the correct exposure on this Bolex is simplified.

There is still the highly accurate Compumatic light measuring system, but no lever need be depressed before taking a shot. This operation is automatically handled by the Zoom

Reflex 8. An easy-to-operate knob sets the lens from f/1.9 to f/16. The scene is viewed, the highly accurate and sensitive needle lined up, and your exposure is on the button."



# BETTER HOME MOVIE MAKING...

## **"BOLEX ZOOM REFLEX 8 IS OUTSTANDING CAMERA"**

"For professional effects, the Bolex Zoom Reflex 8 has both a variable shutter and a re-wind mechanism. The variable shutter permits you to make smooth fade-ins and fade-outs. The speed of the fades can also be controlled. A built-in film rewind device permits you to make dissolves in the camera.

"As for running speeds, you have your choice of 12, 16, 18, 24, 32, 48, and 64 frames per second. There is also single frame for animation and special effects. The camera is spring wound, and the running

speed is governor controlled.

"Helping the camera produce a sharp, clear picture is the split-image range-finder and footage setting. When sighting through the viewfinder, a diagonal line appears. By lining this up carefully, you are assured of a sharp picture. Minimum distance setting on the lens is 3½ feet and the maximum, of course, infinity. Our tests show the lens to be extremely sharp. With the improved new color films, and the Pan Cinor zoom lens, you will have movies you'll be proud to show."

# ASSOCIATED PRESS NEWSFEATURES' IRVING DESFOR...

"I've been Mr.-Average-Home-Movie-Maker ever since my grown children were infants. I've recorded their progress from crib to crawling to young maturity through 8mm family movies. In that time I've made my fair share of mistakes in handling movie cameras and judging exposures but we still have a creditable library of nostalgic films to enliven a rainy evening or a family gathering.

"To that record I recently added a new experience: that of shooting 8mm movies with a precision instrument of almost professional caliber. To do it, I borrowed a Bolex zoom Re-

flex 8 movie camera for testing.

"The primary advantage of a reflex camera is its through-the lens viewing. What you see in the viewfinder is what you get on the film frame. It eliminates parallax errors and permits you to focus precisely with its split-image range-finder from 3½ feet to infinity. It's bright image is independent of the lens opening.

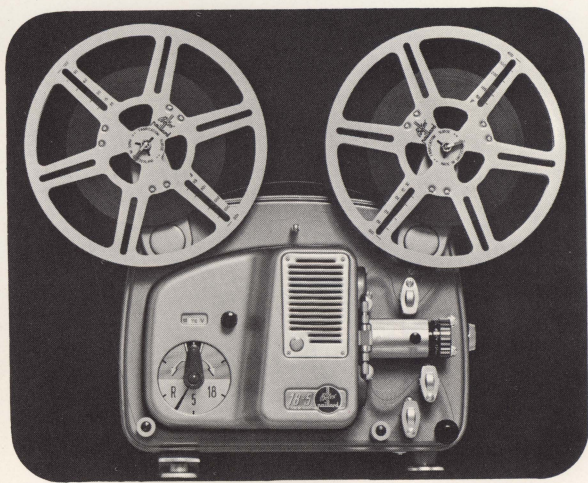
"Advanced movie effects are possible with two other features of the camera; a variable shutter and a film rewind. They make it possible to produce fade-ins, fade-outs and lap dissolves.

"The camera's Pan Cinor f/1.9 zoom lens is its second notable feature. This has a five to one zooming ratio. This means a person or object can loom five times larger from its wide-angle position or an area can

be enlarged or reduced 25 diameters by zooming in or out. This range, from a wide-angle 8mm to a telephoto 40mm, is the greatest presently for any 8mm zoom camera."



# BOLEX 18-5 THE PROJECTOR THAT ADDS SLOW MOTION TO ANY 8 MM FILM!



## PERFECT MATE TO THE BOLEX ZOOM REFLEX 8

Just flip the switch and change magically from 18 frames per second to 5fps "Living Stills." Your favorite scenes live almost four times longer on the screen. Films of the family, sports and scenery can be slowed for closer study or just for greater entertainment. Save film too, by shooting less footage of inanimate subjects.

**SLOW MOTION.** No other projector shows slow motion at 5 frames per second and with no flicker whatever. Ideal for motion analyses of sports film and home use.

**ONE SWITCH CONTROL.** A single control starts the camera and adjusts the speed to 18fps, 5fps or reverse. It even turns off the room lights.

**MAXIMUM BRILLIANCE.** Specially designed extra fast Paillard Hi Fi Projection lens. And new, cool 8-watt, prefocused lamp provides corner-to-corner brightness.

**PORTABLE—ELEGANT DESIGN.** Compact and light, the 18-5 can

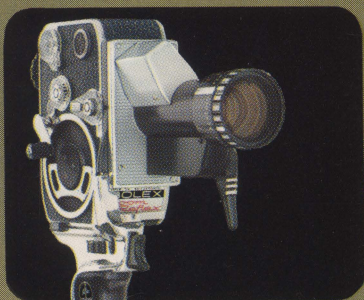
be taken anywhere with ease. It can be set up and running in seconds. The only projector finished by special electrostatic process to retain its beauty for years to come.

**FILM PROTECTION.** Protection for your irreplaceable 8mm movies is assured by the fine workmanship on all parts getting in contact with the film. Even at 5fps, the variable shutter, low wattage lamp, and infra-red light filter protect the film from heat damage.

**SCREEN CASE.** Elegant projector case with built-in screen permits instant viewing of your film even in daylight.



# A BOLEX CAN COST YOU YOUR AMATEUR STANDING



Bolex Products are precision built in Switzerland and are tested at every stage of production to assure years of top performance and satisfaction.

**SEE YOUR BOLEX DEALER TODAY**



5/62

# PAILLARD *Incorporated*



100 SIXTH AVENUE • NEW YORK 13, N. Y.

May 1962

CANAL 6-8420

Dear Bolex Owner:

As one who owns or has owned a Bolex product, you qualify as a photographer who is interested in fine photographic equipment. Therefore, we know you will be interested in a new camera we have developed.

As you know, we have always made the name Bolex synonymous with highest quality manufacture and performance, and we have never added features which did not materially improve the end product -- your films.

After a great deal of product research, development and testing at our factory in Switzerland, we have come up with what we think is the finest 8mm zoom camera in the world -- the Bolex Zoom Reflex 8. Here is a beautiful instrument with all the tested and perfected Bolex features such as variable shutter, Compumatic light measuring system, variable filming speeds and film rewind -- plus the superb optical quality and range of the famous Pan Cinor 40R zoom lens, and a built-in reflex viewing system with split image rangefinder.

The development of new, high-resolution color films, like Kodachrome II, has brought about a new era of quality in 8mm filming, and out-dated many 8mm cameras. These new films make good optics and quality construction in a camera more important than ever before. The Bolex Zoom Reflex 8, with its superior optics and sensitive light measuring system, is capable of producing excellent results with films of speed ratings up to ASA 400 -- which allows you to take full advantage of today's films, and the faster films of the future.

Enclosed is a brochure which gives you more details on this remarkable new camera. But, in order to fully appreciate the features it embodies, you should see it. We invite you to visit your nearest Bolex dealer for a demonstration of the new Zoom Reflex 8. If you can't find a dealer listed in the Yellow Pages, write to us for a list of the Bolex dealers in your area.

Sincerely,

PAILLARD Incorporated

Hans Stauder, President